

## 2.1.Lead

A **lead** is a potential customer interested in the product or service.

For a **contracting company**, a lead is usually a **request from a client or project owner** asking contractors to send proposals or bids for a specific project. This is also called an **invitation to bid**. It usually includes the project details, what's required, deadlines, and how proposals will be evaluated.

Because the market is competitive, **managing leads well** helps a company send strong proposals on time, which increases the chances of winning the project.

**FirstBit Contracting ERP** helps by allowing users to **register and track leads** and **plan activities** related to each lead, making the process more organized and efficient.